

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

APTourism – Tourism Promotion – Taking up of APTourism promotion campaign through mass mailing, social media and online marketing extension of the services offered by M/s. Future E-Leading Resource Pvt., Ltd., Hyderabad – Release of an amount of Rs.23,70,000/- lakhs including taxes (Rupees Twenty Three Lakhs Seventy Thousand only) for the period of 26-08-2014 to 26-11-2014 (3 months) - Sanction – Orders Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No.598

Dated: 10-09-2014

Read the following:

1. Lr. from M/s. Future E-Learning Resource Pvt., Ltd., Hyderabad, Dt.18-07-2014.
2. Govt.Lr.No.3310/PMU/PRO/2014, of YAT & C (PMU) Department, Dt.26-08-2014.
3. Invoice No.AP/0005/DM, from M/s. Future E-Learning Resource Pvt., Ltd., Hyderabad, Dt.27-08-2014.

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ORDER:

In the reference 1st read above, M/s. Future E-Learning Resource Pvt., Ltd., Hyderabad has requested the Government for extension of the current existing Social media, Marketing Dedicated Online marketing Email Marketing campaign for promotion of tourism destinations of Andhra Pradesh.

2. Accordingly, Government have issued orders in the reference 2nd read above for taking up extension of the Social media marketing, dedicated online marketing and email marketing for Andhra Pradesh Tourism at a total cost not exceeding Rs.23,70,000/- (Rupees Twenty Three Lakhs Seventy Thousand only) including taxes for a period of 3 months i.e., from 26-08-2014 to 26-11-2014.

3. In the reference 3rd read above upon execution of the campaign, M/s. Future E-Learning Resource Pvt., Ltd., Hyderabad has submitted a bill for an amount of Rs.23,70,000/- (Rupees Twenty Three Lakhs Seventy Thousand only) including taxes in connection with taking up Social media marketing, dedicated online marketing and email marketing for Andhra Pradesh Tourism for the period 26-08-2014 to 26-11-2014, and requested Government to release the payment.

4. Government, after careful examination of the matter hereby sanctions an amount of Rs.23,70,000/- (Rupees Twenty Three Lakhs Seventy Thousand only) including taxes for the period 26-08-2014 to 26-11-2014, in connection with taking up Social media marketing, dedicated online marketing and email marketing for Andhra Pradesh Tourism to M/s. Future E-Learning Resource Pvt., Ltd., Hyderabad.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan – SH(20) Tourism Promotion of Events – 500 – Other Charges – 503 – Other Expenditure.”

(P.T.O)

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Future E-Learning Resource Pvt., Ltd., Hyderabad, through on line. The details of Bank account is as follows:-

Account Name : Future E-Learning Resource Pvt., Ltd., Hyderabad
Account No : 370010200008808
Name of the Bank : Axis Bank Pvt., Ltd.,
IFSC Code : UTIB0000370
PAN : AACCT3354P

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

M/s. Future E-Learning Resource Pvt., Ltd., Hyderabad.

The Assistant Secretary to Government & D.D.O, YAT& C (PMU) Dept.

The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT & C (PMU- Claims) Department.

SF/SCs

//FORWARDED :: BY ORDER//

SECTION OFFICER